

ABSTRACT OF THE DISCLOSURE

A blown film process for producing low gauge, latent elastic films with high cross-direction orientation includes preferentially regulating the temperature gradient of the film along the expansion length. The regulation of temperature along the bubble profile allows more effective "down gauging" of the film and improved melt strength of the hot film. The choice of raw materials is an important element in producing cross-direction-oriented, low gauge, latent elastic films. The method of this invention can be carried out as either a multiple-bubble process or a single-bubble process.